



Milton Economic Development Committee
Meeting Minutes – 4-09-2014
WBOC Conference Room - 5:30 PM
1 The Square, Milton

1. The meeting came to order at about 5:30 PM. The meeting was chaired by Bob Howard.
2. The following people were in attendance:
Committee Members:
 - Bob Blayney
 - Mike Clark
 - Michela Coffaro
 - Steve Crawford
 - Jim Crellin
 - Bob Howard
 - Tom Jones
 - Marion Jones – Mayor and Council liaison to the EDC
 - Ginny Weeks – Member of the Public
3. The agenda was agreed to as published.
4. The minutes of the 3/12/14 meeting were approved as submitted with one minor correction adding Michela Coffaro to the action item on Chesapeake Natural gas.
5. Announcements -
 - Bob Howard reported that DEDO visit for the 3 hour “mini-assessment” to assess the service needs and results took place today. This assessment is a requirement for a “Recipient Town” of DEDO/Downtown Delaware services. DEDO representatives had a tour of the downtown, met with town officials and business people. They will provide a written report in about 6 weeks.
 - Bob Howard also reported that the Council had agreed and approved the Spending Procedure & Budget recommended by the EDC.
 - A copy of a Memo from the Mayor on the subject of “Transcription of Minutes/General Information” was distributed to the committee.
 - Bob Howard reported that the Antique/Book Store on Federal Street is going to be inhabited by a new restaurant and the Nature Conservancy.
 - Bob Howard reported that the Urban Studio hair salon has closed and moved from its Town Center location.
6. Old Business:

6.1 Review of Action Items from 03/12 meeting – Action items were either completed or are discussed further under old business agenda items.

6.2 Business Review Process – Steve Crawford reported that the Business Process initiative is now complete having been presented to Council at their April 7th meeting. The expectation is that the documents will be posted on the Town website and that there will be a press release issues to notify the public of these documents.

6.3 Signage Project Status – Although Alex Donnan was not in attendance, Bob Howard reported that we are waiting to hear back from DELDOT on the resolution of their issues. Mayor Jones suggested that we get a written response from DELDOT to support an extension request to the USDA.

6.4 Mural Project – Steve Crawford reported that he has contacted various interested parties and will be setting up an initial planning meeting in May now that Tom Jones has given his go ahead. Steve will ask the participants to provide ideas on what should go on the wall so a productive discussion can take place at the initial meeting.

6.5 Revised EDC Vision and Mission Statement – The Committee voted to adopt the new proposed Vision and Mission Statement which will be posted on the Town website.

6.6 Bob Howard and Michela Coffaro investigated the possibility of getting Chesapeake Natural Gas and Verizon to extend their services into Milton. The issue with both is the need for them to recoup expenses associated with building the infrastructure. Unless the majority of the community shows interest, it will not be done. Mayor Jones also said that there is a franchise agreement with Comcast that would have to be considered as well. Without a showing of significant interest from members of the community, this subject will not be pursued further.

6.7 Revision of the Town's Comprehensive Plan – After some discussion, Bob Howard suggested that there be a subcommittee formed that would be charged with representing the EDC during the activity. Volunteers to this subcommittee includes Bob Howard, Jim Crellin and Mike Clark. Mayor Jones said that there will be a written review of the current Plan to point out areas for improvement. This is document called the Pre-PLUS review will be available on the Town website sometime around April 15th.

7. Public Participation

7.1 Related to the revision of the Town's Comprehensive Plan, Ginny Weeks urged the EDC to support the hiring of a professional planner that would be responsible for revising the Plan. Mayor Jones told the Committee that competent individuals are supporting this effort and that public participation is essential to have a Plan that will be a valuable document to help the Town move forward. The EDC took this request under advisement.

8. New Business Discussion

8.1 Planning for Summer Milton Events: Horseshoe Crab Festival, July 4 Event, Bargains on the Broadkill - There was discussion on the advertising support the EDC might provide. As a Town Committee, the EDC is not in a position to directly support a non-town/non-profit activity. Therefore the focus of any advertising must be on the Town. Steve Crawford will contact some individuals with the idea of producing a generic advertisement that can be used with minor adjustments for each event.

Shakespeare in the Park Event – The EDC needs information about the status of this event for this year. If it is held, the EDC will decide how best to support, if appropriate.

Mayor Jones offered that there is an effort to bring the volunteer organizations together to better coordinate their event activities. Bob Howard and Bob Blayney volunteered to participate in this workshop.

Steve Crawford is also going to get information about the ‘Shop Local’ initiative to see if this could be an opportunity for the EDC to promote businesses in the Town.

Mayor Jones also suggested that perhaps there is an opportunity for Town Calendar that include event dates be created and sold at the Farmer’s Market.

8.2 Business Recruiting - Bob Howard will solicit membership in a subcommittee to work on business recruitment for the Town Center. The objective will be to take the material from the Business Recruitment Workshop and see if it can be applied to the Milton Town Center.

8.3 EDC Organizational Structure

Bob Howard suggested that in an effort to reduce the EDC meetings from 2 to 1 hour, subcommittees could be formed and activities worked and reported out at the EDC meeting. This would minimize lengthy EDC discussions and help shorten the meeting.

Bob Howard also said that Steve Crawford has volunteered to become the EDC secretary to off-load the work-load from Bob as he continues to be the chairman of the Committee.

The next meeting is scheduled for May14th at 5:30 in the WBOC Conference Room.

9. Adjournment – The meeting was adjourned at approximately 7:30PM

Respectfully submitted,

Steve Crawford

Attachment: Action Items from 4-9-14 Meeting

- **We are waiting for DELDOT to schedule a meeting with EDC and the Department of Tourism to attempt to determine a path forward on highway signs directing travelers to Milton.**
- **Steve Crawford to set up an initial planning meeting for moving the wall mural project forward.**
- **EDC subcommittee formed to participate in the Comprehensive Plan Update effort.**
- **Steve Crawford to investigate EDC advertising options to support events that take place in Town**
- **Steve Crawford to report out on the ‘Shop Local’ program and potential opportunities for Milton businesses**

- **Bob Howard and Bob Blayney will participate in the Event Coordination Workshop**
- **Bob Howard will solicit membership in a subcommittee to work on business recruitment for the Town Center.**
- **Discussion on implementing subcommittee structure to shorten EDC meetings and agreement for Steve Crawford to assume the position of EDC secretary. The next meeting agenda will contain an item on restructuring the committee leadership positions.**